West Berkeley has seen significant transformation since its establishment as the city of Ocean View in 1853. It began as a place predominantly filled with light industrial factories. Though some of these factories still exist in the area today, the intersection at Hearst and Fourth draws the most attention from its booming commercial area. Now the question is, what will come next as a result of this commercial boom?
4TH STREET AND HEARST AVENUE
AN AREA OF DEVELOPING DIVERSITY

Demographic Data: Diverse Ethnicities

Street Life: Diverse Experiences

“The area is tasteful.”

“4th Street does seem to serve a need.”

* They got rid of all the fun stuff *

– 4th Street Shoppers

The overall bicyclist traffic was the lowest used mode of transit, especially on weekdays. This makes sense, noticing the lack of bike infrastructure in the area.

The number of cars and peds that passed through 4th & Hearst within one hour prove that this destination is a place people:

A) Drive through to get to the freeway
B) Drive there to shop or eat
C) Drive there to get to work

Each cross section represents a function of the neighborhood with markedly different typology and pedestrian interaction. Fourth Street dominates as the commercial centerpiece of the area, with stores like Apple, MAC Cosmetics, and Peet’s Coffee. The store faces are inviting to customers, often incorporating outdoor seating areas with an abundance of trees and other greenery.
A TRANSFORMING DESTINATION

4TH STREET AND HEARST AVENUE

Present Infrastructure

1900 Fourth Street: Spenger’s Parking Lot

1901 & 1919 Fourth Street: Spenger’s Grotto

2001 Fourth Street: Bargain Market

Future Developments

1900 Fourth Street: Rhoades’ Planning Group’s proposal for new housing, shops, and parking garage

1901 & 1919 Fourth Street: AMK’s proposal for a new beer garden, shops, office space, and parking

2001 Fourth Street: Trachtenberg Architect’s proposal for a mixed-use housing complex and parking lot

"Parking here is NOT easy."
- M.A.C. employee

"It doesn’t make sense to me that these luxury apartments are going for $1200 a studio when people can only afford $900 a place."
- 4th Street Business Owner

Final Words

"Parking here is NOT easy."
- M.A.C. employee

"It doesn’t make sense to me that these luxury apartments are going for $1200 a studio when people can only afford $900 a place."
- 4th Street Business Owner

New stores catering to a high SES

Fourth Street serves a need in the area

Losing what makes it unique

More development means more jobs